

Alagra Antony

Research Scholar, Department of Commerce

St. Joseph's College,

Trichy, Tamil Nadu, India.

alagraantony@gmail.com

Dr. V.Bastin Jerome

Research Advisor and Assistant Professor

Department of Commerce

St. Joseph's College,

Trichy, Tamil Nadu, India

### A Study on Influence of Brand Ambassador on a Product

**Abstract:** A brand ambassador is the person considered as the representative of a particular brand. As the name says, he is the endorser of the brand. Earlier sellers hold the belief that, if the product is good then there is no need for marketing because of the quality and efficiency of the product. But today this belief is soon becoming outdated. The market is flooded with many categories of products with similarity in characteristics. So it is essential to choose an effective medium to communicate about the product to the customers. Here comes the importance of brand ambassadors. When a product is presented by a celebrity personality, then it will help in better recall of the product and also will help in creating brand awareness. It is a human psychology that people will start associating their status symbol to that of the product or brand which they purchase and the celebrity associated with it. So companies spend millions to appoint brand ambassadors to promote their products. This paper tries to

study about the influence of brand ambassadors on a product with special reference to commerce department of Christ College, Irinjalakuda, Kerala.

**Key Words:** Brand ambassador, Advertising, Influence

## Introduction

In order to sustain and survive in the market, it is essential for the marketers to design and implement different strategies and techniques. Adopting efficient and relevant marketing strategies are essential to attract new customers and also to retain existing customers. To present and communicate about the product to the public, marketers always tries to use unique strategies and tools when compare with their competitors. In today's highly competitive market, it is very difficult to sell a product without a brand ambassador. It is essential to have a highly influencing brand ambassador to ensure the existence of the product in the market.

According to McCracken's (1989), a celebrity endorser is a person who has the capability to influence the public and who uses this capability to promote a particular brand or product by appearing in that product's advertisements. Since those individuals have public recognition, they can influence the feeling of the customers and also their attitude towards a particular brand or a product. Brand ambassadors communicate about the product in an efficient and attractive way. And since it is being promoted by such and influencing personality, customers will think that the product also will have superior quality of the celebrity person. And the customers also consider it as a status symbol to purchase a product or brand that is promoted by a celebrity. Hence in many ways the company can capitalize on celebrity endorsement. That is the reason why companies make huge investment in celebrity endorsement of their brands.

Brand ambassadors are the face of the brand. They will help in civilizing the brand, increase the social reach of the product, protect the reputation of the brand, provides a positive word of mouth and also helps to spread the brand awareness in the regions where the marketers brand not present in. If a brand has good brand ambassadors in different regions, it will act as a best and most cost effective way to get word of mouth advertising.

### Objectives of the Study

1. To identify whether brand ambassadors has any impact in the purchasing behavior of the consumer.
2. To study the importance of brand ambassadors in the promotion of a product or brand.
3. To find out whether brand ambassadors constitute for brand recall and brand awareness.

### Significance of the Study

Today companies shell out millions to promote their products with the celebrities. It is difficult to face the competition in the market for any category of products without advertising their products via a celebrity. This study is relevant since it tries to study various aspects of brand ambassador, its influence on consumer behavior pattern, its importance in the marketing mix of a company, its relevance etc.

### Scope of Study

This study was conducted among the students of Commerce department of Christ College (Autonomous) Irinjalakuda, Kerala during the period of November – December 2018.

### Research Methodology

Type of data: Primary and secondary data are used for the study. Primary data has been collected using structured questionnaire and personal observation. Secondary data been collected from various books and journals.

Sampling technique: Convenient sampling is used to get reliable data from the respondents.

Sample size: The sample size taken to collect data was 50.

Sample area: The area chosen for collecting primary data was the Commerce department of Christ College, Irinjalakuda, Kerala.

#### Limitations of the Study

- The study is restricted to the Commerce department of Christ College, Irinjalakuda.
- There were few responses which were vague or not answered at all.
- The respondent belongs to similar age group. So the opinions of all age groups were not considered in this study.

#### Analysis and Discussions

Table 1: Factors which attracted the customers towards a product

| Factors                                | Number | Percentage |
|--|--------|------------|
| Credibility and price of the product   | 20     | 40%        |
| Trustworthiness of the product         | 20     | 40%        |
| Attractiveness of the brand ambassador | 8      | 8%         |
| Others                                 | 2      | 2%         |
| Total                                  | 50     | 100%       |

(Source: Primary Data)

From the above table it is clear that, 20% of the respondents get attracted towards a product because of its credibility and price. 20% respondents get attracted towards a product because of its trustworthiness. Only 8% get attracted to the product because of the attractiveness of the brand ambassador and 2% of them consider other factors.

Table 2: Kind of expectation the customer had before his purchase.

| Expectation            | Number | Percentage |
|------------------------|--------|------------|
| To meet your need      | 24     | 48         |
| To show brand prestige | 8      | 16         |
| Comfort                | 18     | 36         |
| Total                  | 50     | 100%       |

(Source: Primary Data)

The above table states that, nearly half of the respondents expect the product to meet their needs while making the purchase. Only 16% expect to show brand prestige and others stands for comfort.

Table 3: Person whom the customers like as brand ambassadors.

| Preferred persons | Number | Percentage |
|-------------------|--------|------------|
| Film stars        | 29     | 58%        |
| Sports stars      | 16     | 32%        |
| Musicians         | 1      | 2%         |
| Dancers           | 2      | 4%         |
| None of the above | 2      | 4%         |
| Total             | 50     | 100%       |

(Source: Primary Data)

The above table shows that, more than half of the customers prefer film stars as the brand ambassadors. 32% of them prefer sport stars and 2% of them prefer dancers. And 4% of the respondents prefer other category.

Table 4: Brand ambassador's presence makes the customers to watch an advertisement.

| Opinion | Number | Percentage |
|---------|--------|------------|
| Yes     | 43     | 86%        |
| No      | 7      | 14%        |
| Total   | 50     | 100%       |

(Source: Primary Data)

The above table says that, majority of respondents watch advertisements to see the brand ambassadors. Only 14% holds an opposite opinion

Table 5: Customers purchase endorsed by celebrities

| Option    | Number | Percentage |
|-----------|--------|------------|
| Always    | 4      | 8          |
| Often     | 9      | 18         |
| Sometimes | 25     | 50         |
| Not sure  | 9      | 18         |
| Never     | 3      | 6          |
| Total     | 50     | 100%       |

(Source: Primary Data)

From the above table we can understand that only 8% of the respondents are endorsed by the celebrities. Brand ambassadors often influences 18% of the respondents and 50% of them holds the opinion that brand ambassadors some time influences them. 6% among them says that they were never been endorsed by the brand ambassadors.

Table 6: Appearance of brand ambassador influences the brand loyalty.

| Opinion | Number | Percentage |
|---------|--------|------------|
| Yes     | 19     | 38%        |
| No      | 31     | 62%        |
| Total   | 50     | 100%       |

(Source: Primary Data)

From the above table it is clear that more than half of the respondents opinioned that appearance of brand ambassadors doesn't influence in making them loyal to a particular brand. And the rest of the respondents hold an opposite opinion.

Table 7: Brand ambassadors is an effective tool of persuasion

| Opinion                    | Respondents | Percentage |
|----------------------------|-------------|------------|
| Strongly Agree             | 5           | 10%        |
| Agree                      | 20          | 40%        |
| Neither agree nor disagree | 21          | 42%        |
| Disagree                   | 4           | 8%         |
| Strongly disagree          | 0           | 0%         |
| Total                      | 50          | 100%       |

(Source: Primary Data)

The above table shows that 10% of the respondents strongly agree that a brand ambassador is an effective tool of persuasion. Around 40% of respondents agree with this statement and 42% of them respond neutrally to this. Only 8% of them disagree with this.

Table 8: The presence of celebrities helps the customers to recognize the brand

| Opinion        | Respondents | Percentage |
|----------------|-------------|------------|
| Strongly Agree | 6           | 12%        |
| Agree          | 32          | 64%        |

|                            |    |      |
|----------------------------|----|------|
| Neither agree nor disagree | 8  | 16%  |
| Disagree                   | 3  | 6%   |
| Strongly disagree          | 1  | 2%   |
| Total                      | 50 | 100% |

(Source: Primary Data)

The above table states that around 76% of the customers hold a positive opinion towards this statement and only 8% says an opposite opinion. Rest of them, i.e. 16% neither agrees nor disagrees with this.

Table 9: Customers consider the familiarity of the celebrity ambassador of the brand while taking a purchase decision

| Opinion                | Respondents | Percentage |
|------------------------|-------------|------------|
| Very influential       | 3           | 6%         |
| Influential            | 13          | 26%        |
| Somewhat influential   | 20          | 40%        |
| Not at all influential | 14          | 28%        |
| Total                  | 50          | 100%       |

(Source: Primary Data)

From the above table it is clear that, nearly half of the respondents say that the respondents say that familiarity of brand ambassadors somewhat influences in their purchasing decisions. But only 6% opinioned that it's very much influential and 26% say it's influential. But 28% of them say it's not at all influences in their purchasing decision.

Table 10: The celebrity endorsing the product actually using it

| Opinion | Number | Percentage |
|---------|--------|------------|
|         |        |            |



|        |    |      |
|--------|----|------|
| Yes    | 7  | 14%  |
| No     | 14 | 28%  |
| May be | 29 | 58%  |
| Total  | 50 | 100% |

(Source: Primary Data)

The above table clearly says that more than half of the respondents are not sure if the brand ambassadors who promote the products actually use it or not. 14% of them believe that the brand ambassadors use the product and 28% disagree with this.

### Findings

1. Around 20% of the respondents get attracted towards a product because of its credibility and price. 20% respondents get attracted towards a product because of its trustworthiness. Only 8% get attracted to the product because of the attractiveness of the brand ambassador and 2% of them consider other factors.
2. Nearly half of the respondents expect the product to meet their needs while making the purchase. Only 16% expect to show brand prestige and others stand for comfort.
3. More than half of the customers prefer film stars as the brand ambassadors. 32% of them prefer sport stars and 2% of them prefer dancers. And 4% of the respondents prefer other category.
4. Majority of respondents watch advertisements to see the brand ambassadors. Only 14% holds an opposite opinion.
5. Only 8% of the respondents are endorsed by the celebrities. Brand ambassadors often influence 18% of the respondents and 50% of them hold the opinion that brand

ambassadors some time influences them. 6% among them says that they were never been endorsed by the brand ambassadors.

6. More than half of the respondents opinioned that appearance of brand ambassadors doesn't influence in making them loyal to a particular brand. And the rest of the respondents hold an opposite opinion.
7. Among the respondents, 10% of them strongly agree that a brand ambassador is an effective tool of persuasion. Around 40% of respondents agree with this statement and 42% of them respond neutrally to this. Only 8% of them disagree with this.
8. Around 76% of the customers hold a positive opinion towards this statement and only 8% says an opposite opinion. Rest of them, i.e. 16% neither agrees nor disagrees with this.
9. Nearly half of the respondents say that the respondents say that familiarity of brand ambassadors somewhat influences in their purchasing decisions. But only 6% opinioned that it's very much influential and 26% say it's influential. But 28% of them says it's not at all influences in their purchasing decision.
10. More than half of the respondents are not sure if the brand ambassadors who promote the products actually using it or not. 14% of them believes that, the brand ambassadors uses the product and 28% disagree with this.

### Suggestions

Companies should have to find a proper brand ambassador for their product because, brand ambassadors are able to make influence in customer's purchasing decision. For increasing profit, by the way of reducing expenditure in advertisements is an outdated idea. Companies must spend enough money for advertisements. They have to spend a higher amount for making a celebrity as their brand ambassador. But

making such expenditure is good for the company. The celebrities as brand ambassadors have the capability to attract more and more customer and to retain the existing customers of the product. So with the help of an effective brand ambassador the company can make an efficient return above its expenditure. The profit will be much higher than the amount spending for hiring the brand ambassador.

### Conclusion

This study concludes that the brand ambassadors have influence on the product. Customers are attracted to those products which are endorsed by their favorite celebrity. So companies can increase their sales and revenue by appointing a proper brand ambassador. A customer's purchasing decision is based on several factors, and in present scenario there are peoples who gave main importance to the brand ambassador who endorse the product. The customers have a belief that celebrities will endorse those products which have good quality.

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